

Attachment E
Expenditures for Advertising and Other Promotional Activities

[The expenditure figures provided in this Attachment are intended to serve as examples and are not representative of any figures the agency expects to receive from any particular company.]

All figures are reported in U.S. dollars, rounded to the nearest \$10,000

1	2	3	4	5	6	7A	7B	8
COMPANY NAME	FOOD CATEGORY	BRAND/REST NAME	SUB-BRAND NAME	NUTRITIONAL PRODUCT LINE	TV AD (2-11)	TV AD (12-17)	TV AD TOP 5 (12-17)	TV AD (Duplicative)
Great Food Co.	Breakfast Cereals	Great Flakes	Honey Nut Great Flakes	N	\$1,250,000	\$600,000	\$390,000	\$220,000
Great Food Co.	Breakfast Cereals	Great Bran	n/a	Y	\$560,000	\$880,000	\$440,000	\$150,000
Great Dairy Co.	Dairy Products	Milk	n/a	N	\$1,140,000	\$540,000	\$350,000	\$270,000

9	10	11	12	13	14	15	16	17	18
TV AD (All)	RAD AD (2-11)	RAD AD (12-17)	RAD AD (Duplicative)	RAD AD (All)	PRT AD (2-11)	PRT AD (12-17)	PRT AD (Duplicative)	PRT AD (All)	MOV/VID AD (2-11)
\$2,750,000	\$110,000	\$50,000	\$20,000	\$210,000					
\$2,310,000	n/a	\$40,000	\$0	\$150,000					
\$2,280,000	\$320,000	\$110,000	\$50,000	\$630,000					

79	80	81	82	83	84	85	86
PHLNTHRPY (12-17)	PHLNTHRPY (Duplicative)	PHLNTHRPY (All)	OTHER (2-11)	OTHER (12- 17)	OTHER (Duplicative)	OTHER (All)	TOTAL EXPENDITURES (All Audiences)